



Sustainable Tourism Practices

Assignment One

Semester One, 2013

Date handed out:	Monday April 8 2013
Due date to be handed in:	Monday May 6 2013
Guidelines:	1500 words
Contact for Lecturer is:	John Grant – johnagrnt100@gmail.com
Results Published Date:	14 working days after submission
Weighting/Contribution	25% to final mark

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2013

Introduction

The assessments in this course are designed to progressively develop a business case study for a tourism business of your choice that intends to (or should intend to) increasingly operate utilising sustainable practices.

Learning outcomes assessed:

1. Identify and examine sustainability in a tourism context
2. Identify and analyse the complexity and challenges of sustainability in tourism.

Task:

Write a preliminary report describing your chosen business and the market it operates in.

- Briefly describe the business you have selected and its products or services.
- Complete a detailed external environment analysis specifically including and focussing on factors with relevance to sustainability.
- What are the broad challenges your business faces around the issue of sustainability?
- Analyse what other businesses in this sector doing to address these issues?
- Why are sustainable practices going to be important to the success of your business?
- Determine the values, beliefs and vision for your business based on increasingly embracing the concept of sustainability.
- Based on your vision, write a mission statement for your business.

Marking Guide – 50 marks

Part 1 – Content

	Marks	Student Mark
Introduction, brief description of business	5	
External environment analysis specifically including and focussing on factors with relevance to sustainability.	10	
What are the broad challenges your business faces around the issue of sustainability?	5	
What are other businesses in this sector doing to address these issues?	5	
Why are sustainable practices going to be important to the success of your business?	5	
Determine the values, beliefs and vision for your business based on increasingly embracing the concept of sustainability. Based on your vision, write a mission statement for your business.	10	

Total / 40

Part 2 - Presentation

	Marks	Actual
Word processed format, page numbers, 12 font, 1 ½ spacing	0.5	
Student ID on each page, lecturer name, programme name, paper title and number	0.5	
Assignment title, topic, due date	0.5	
Presentation facilitates ease of reading	0.5	

Total / 2

Part 3 - Structure

	Marks	Actual
Clear introduction to the topic addressing the assignment question	0.5	
Coherent paragraphs with clear transition to the next idea	0.5	
The ideas and concepts are organised and structured in a way that the purpose and direction is clear and relevant to the assignment topic	1	
Conclusion summaries main points	1	
Appropriate references	1.5	
Accurate reference style using APA in text	1.5	
Accurate reference style using APA for reference list	1.5	
Spelling and grammar	0.5	

Total / 8